

"hard to be seen"

ACTRA's Diversity Committee produces accessibility video

ACTRA recently launched "The Audition," a new video promoting accessibility in the workplace. Created by ACTRA members and ACTRA's Diversity Committee, the video is being seen worldwide thanks to our partnership in the I AM PWD campaign.

"Canada's professional performers are thrilled to be united with our U.S. sisters and brothers in this vitally important diversity initiative. We hope that producing and launching this video online will kickstart more conversation about diversity on screens of all sizes."

- ACTRA's National President Ferne Downey.

ACTRA is the first international partner in the "Inclusion in the Arts & Media of People with Disabilities" campaign created by SAG, AFTRA and AEA.

Canadian actors bring new tools to the campaign for accessibility Canada's professional performers united with our sisters and brothers in the U.S. on this vitally important initiative.

The genesis...

"We are targeting casting directors, agents producers, various union affiliates and politicians who cover this file to kickstart conversations about diversity on our screens," says ACTRA National Diversity Chair Jani Lauzon.

"It's time to spread the word," says Lauzon. "Accessibility and diversity are issues that need to be addressed. It makes good sense. And what better way to get casting directors, agents, producers, union affiliates and politicians engaged in building these opportunities and policies than to kickstart the conversation with a smart, to the point well produced video. It is, after all, what we do best."

I AM PWD is a global civil rights campaign seeking equal employment opportunities for artists and professionals with disabilities throughout the entertainment and news media. Founded in 2008 by AEA, AFTRA and SAG, I AM PWD is dedicated to ending the discrimination and exclusion of performers and broadcasters with disabilities. ACTRA is the first international co-sponsor of the campaign that is uniting labour, industry, community and governmental allies in the fight to combat continuing discrimination against people with disabilities.

Help spread the word about the need to increase the visibility and employment opportunities for entertainment workers and EVERYONE with disabilities by watching and sharing this great video.

Scan me with your
phone and go directly
to the video!

